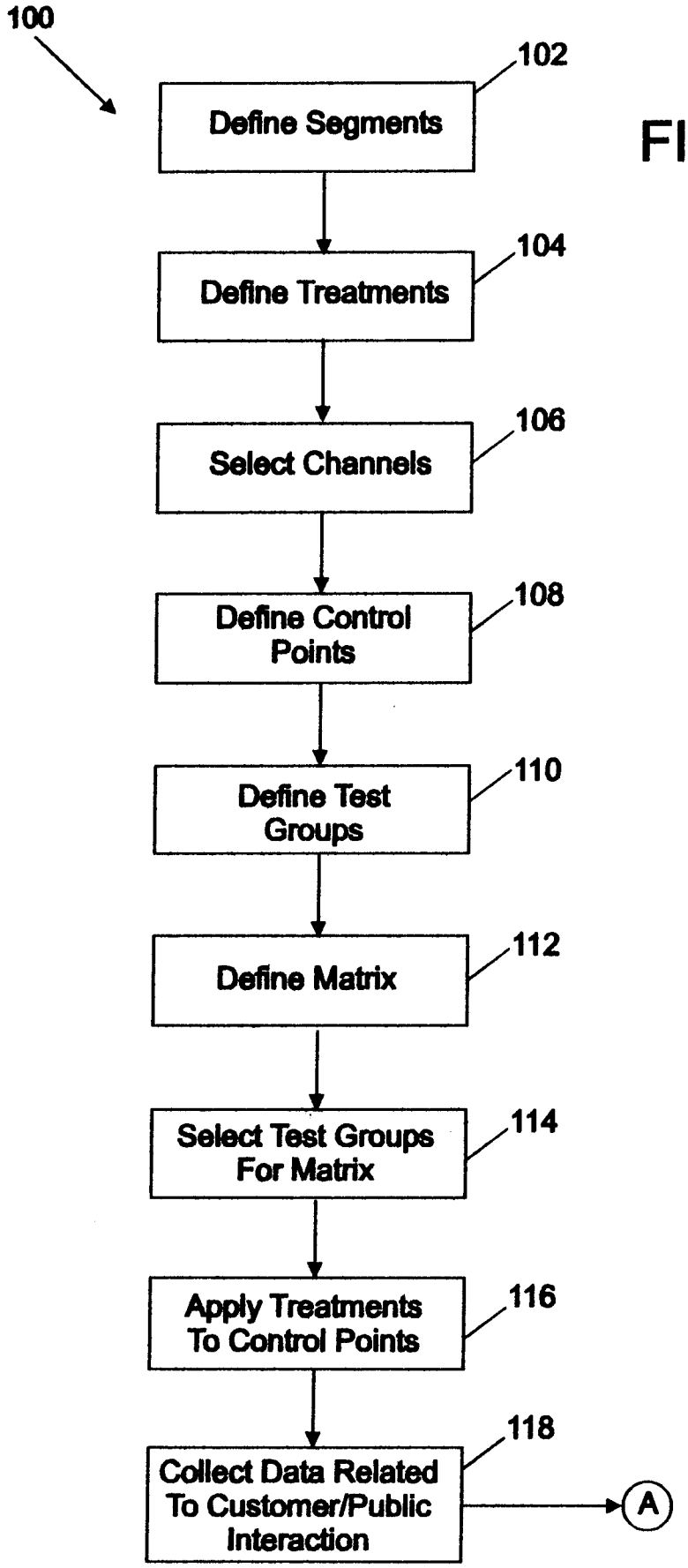
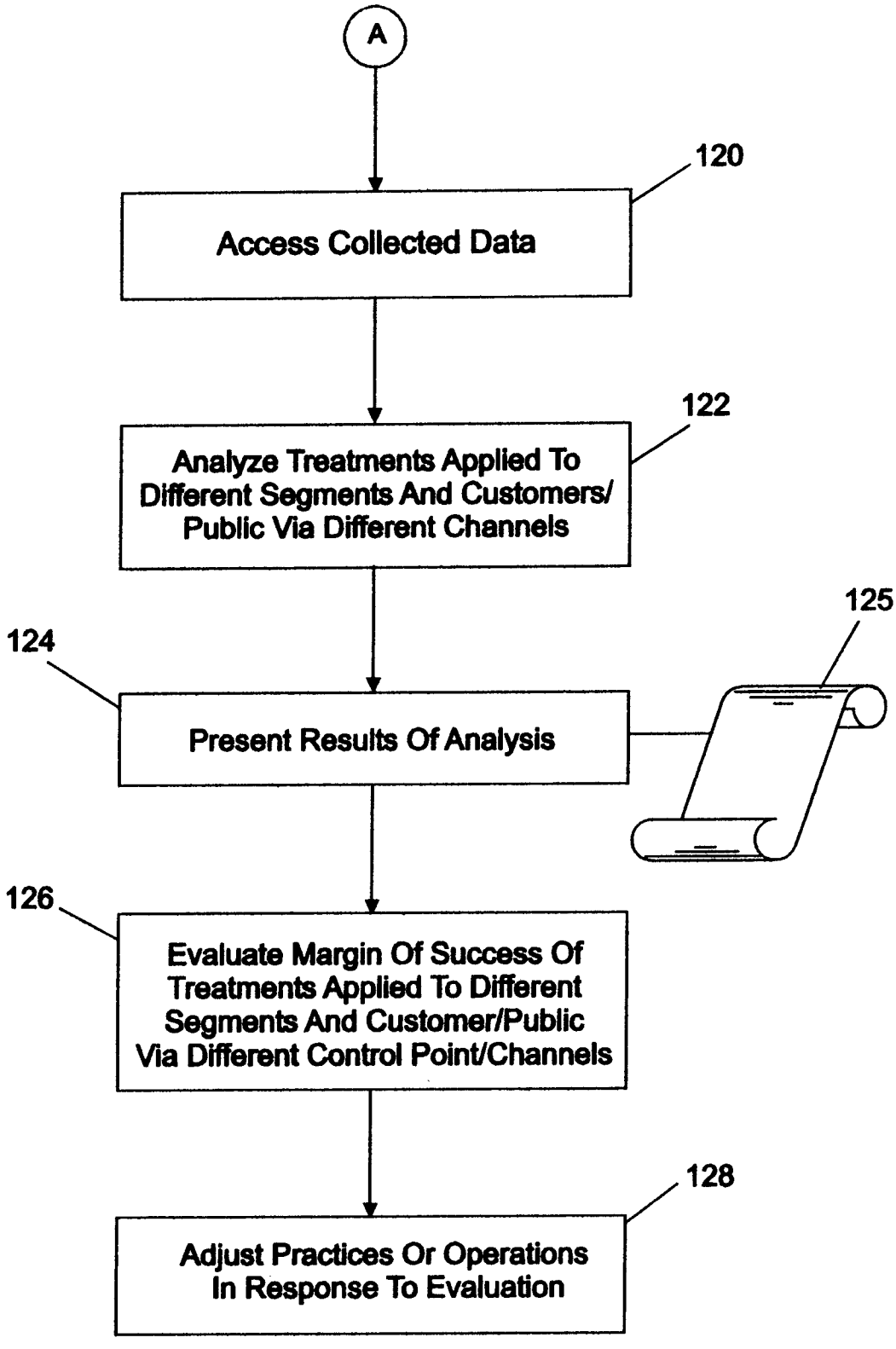

100
102
Define Segments
104
Define Treatments
106
Select Channels
108
Define Control Points
110
Define Test Groups
112
Define Matrix
114
Select Test Groups For Matrix
116
Apply Treatments To Control Points
118
Collect Data Related To Customer/Public Interaction
A

FIG. 1A

FIG. 1B


A
120
Access Collected Data
122
Analyze Treatments Applied To Different Segments And Customers/ Public Via Different Channels
125
124
Present Results Of Analysis
126
Evaluate Margin Of Success Of Treatments Applied To Different Segments And Customer/Public Via Different Control Point/Channels
128
Adjust Practices Or Operations In Response To Evaluation

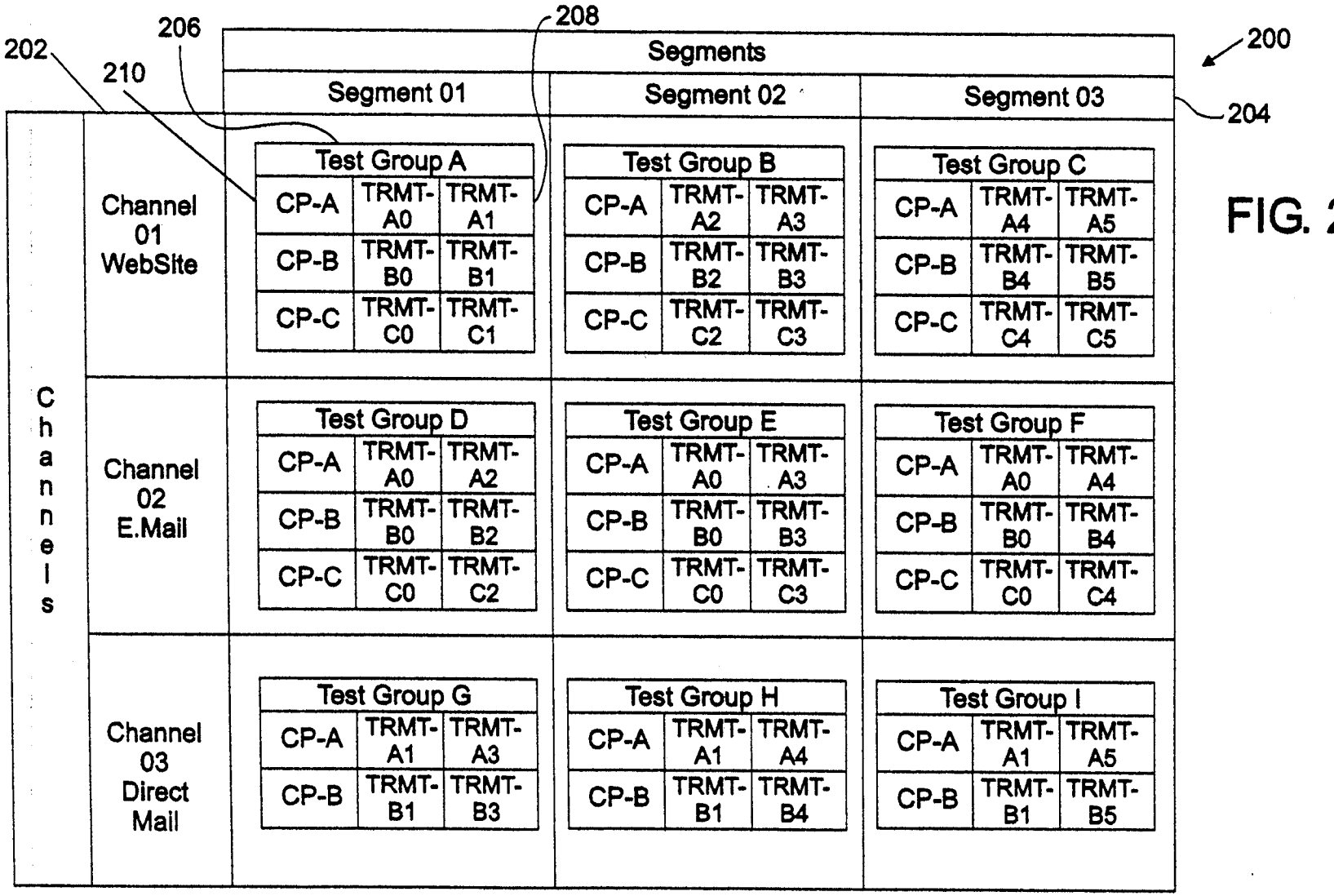

202
206
208
210
200
Segments
Segment 01
Segment 02
Segment 03
204
Channels
Channel 01 WebSite
Channel 02 E.Mail
Channel 03 Direct Mail
Test Group A
CP-A TRMT-A0 TRMT-A1
CP-B TRMT-B0 TRMT-B1
CP-C TRMT-C0 TRMT-C1
Test Group B
CP-A TRMT-A2 TRMT-A3
CP-B TRMT-B2 TRMT-B3
CP-C TRMT-C2 TRMT-C3
Test Group C
CP-A TRMT-A4 TRMT-A5
CP-B TRMT-B4 TRMT-B5
CP-C TRMT-C4 TRMT-C5
Test Group D
CP-A TRMT-A0 TRMT-A2
CP-B TRMT-B0 TRMT-B2
CP-C TRMT-C0 TRMT-C2
Test Group E
CP-A TRMT-A0 TRMT-A3
CP-B TRMT-B0 TRMT-B3
CP-C TRMT-C0 TRMT-C3
Test Group F
CP-A TRMT-A0 TRMT-A4
CP-B TRMT-B0 TRMT-B4
CP-C TRMT-C0 TRMT-C4
Test Group G
CP-A TRMT-A1 TRMT-A3
CP-B TRMT-B1 TRMT-B3
Test Group H
CP-A TRMT-A1 TRMT-A4
CP-B TRMT-B1 TRMT-B4
Test Group I
CP-A TRMT-A1 TRMT-A5
CP-B TRMT-B1 TRMT-B5

FIG. 2

FIG. 3

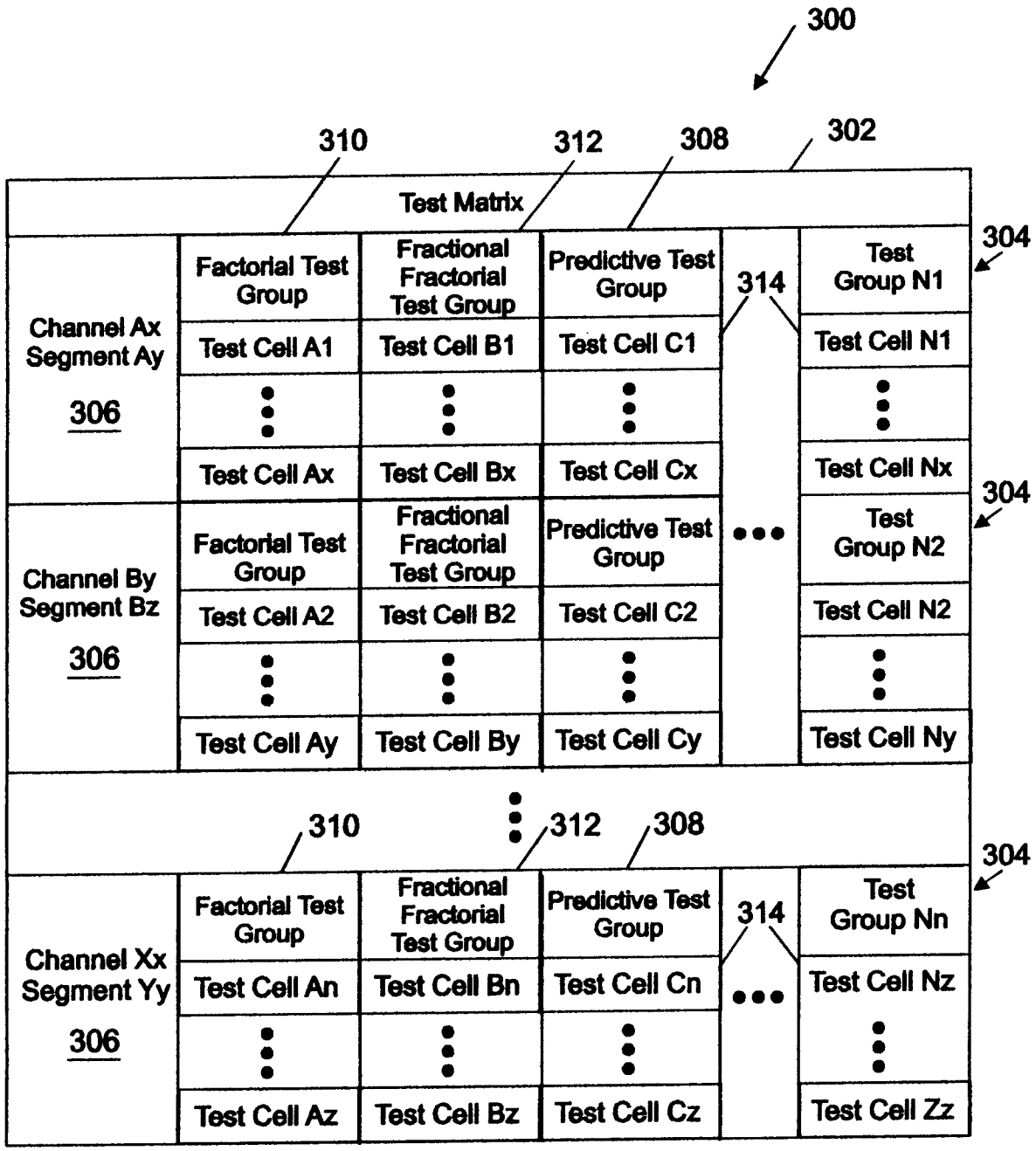

300
310
312
308
302
Test Matrix
304
Factorial Test Group
Fractional Fractorial Test Group
Predictive Test Group
314
Test Group N1
Channel Ax Segment Ay
306
Test Cell A1
Test Cell B1
Test Cell C1
Test Cell N1
Test Cell Ax
Test Cell Bx
Test Cell Cx
Test Cell Nx
304
Factorial Test Group
Fractional Fractorial Test Group
Predictive Test Group
Test Group N2
Channel By Segment Bz
306
Test Cell A2
Test Cell B2
Test Cell C2
Test Cell N2
Test Cell Ay
Test Cell By
Test Cell Cy
Test Cell Ny
310
312
308
304
Factorial Test Group
Fractional Fractorial Test Group
Predictive Test Group
314
Test Group Nn
Channel Xx Segment Yy
306
Test Cell An
Test Cell Bn
Test Cell Cn
Test Cell Nz
Test Cell Az
Test Cell Bz
Test Cell Cz
Test Cell Zz

FIG. 4A

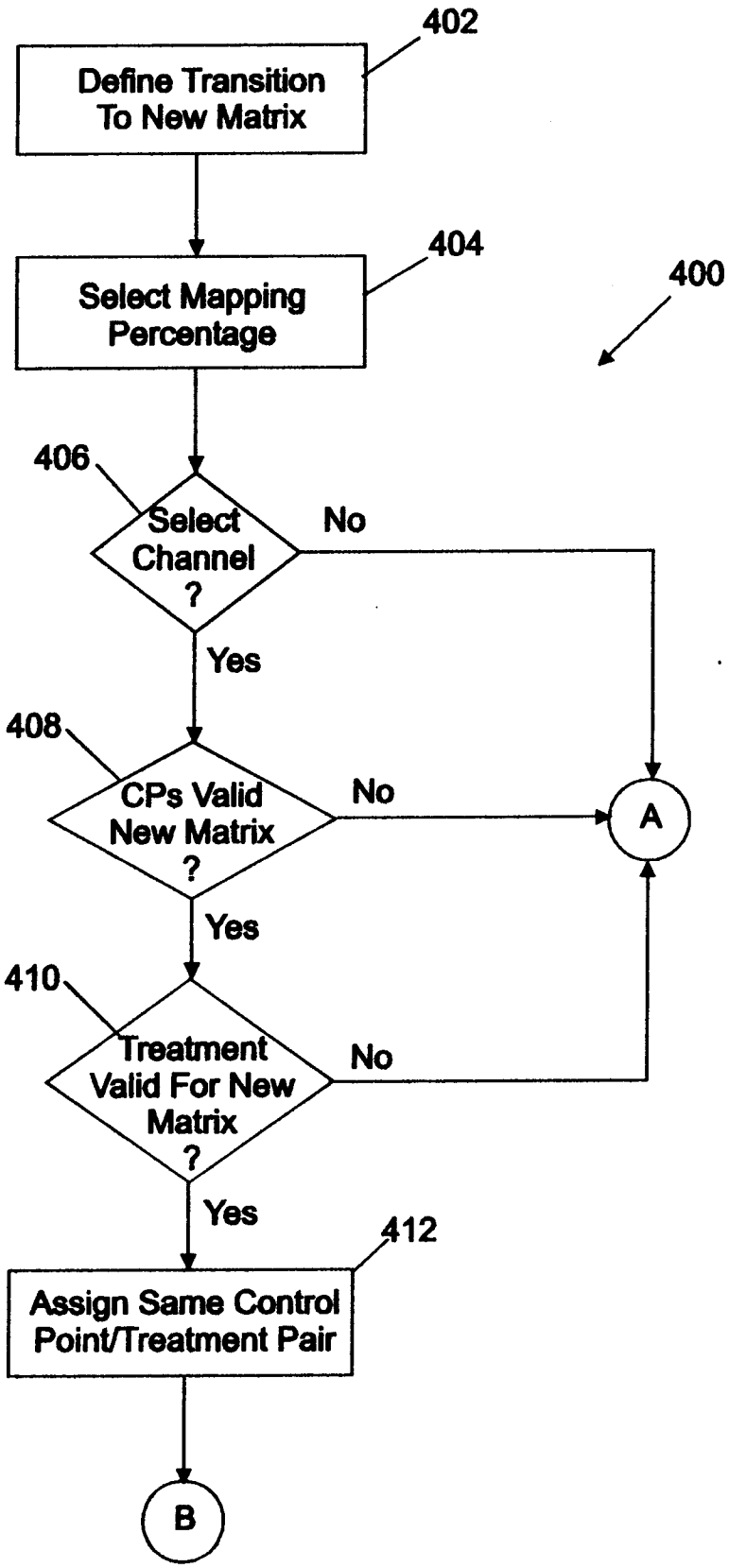

402
Define Transition To New Matrix
404
Select Mapping Percentage
400
406
Select Channel ?
No
Yes
408
CPs Valid New Matrix ?
No
A
Yes
410
Treatment Valid For New Matrix ?
No
Yes
412
Assign Same Control Point/Treatment Pair
B

FIG. 4B

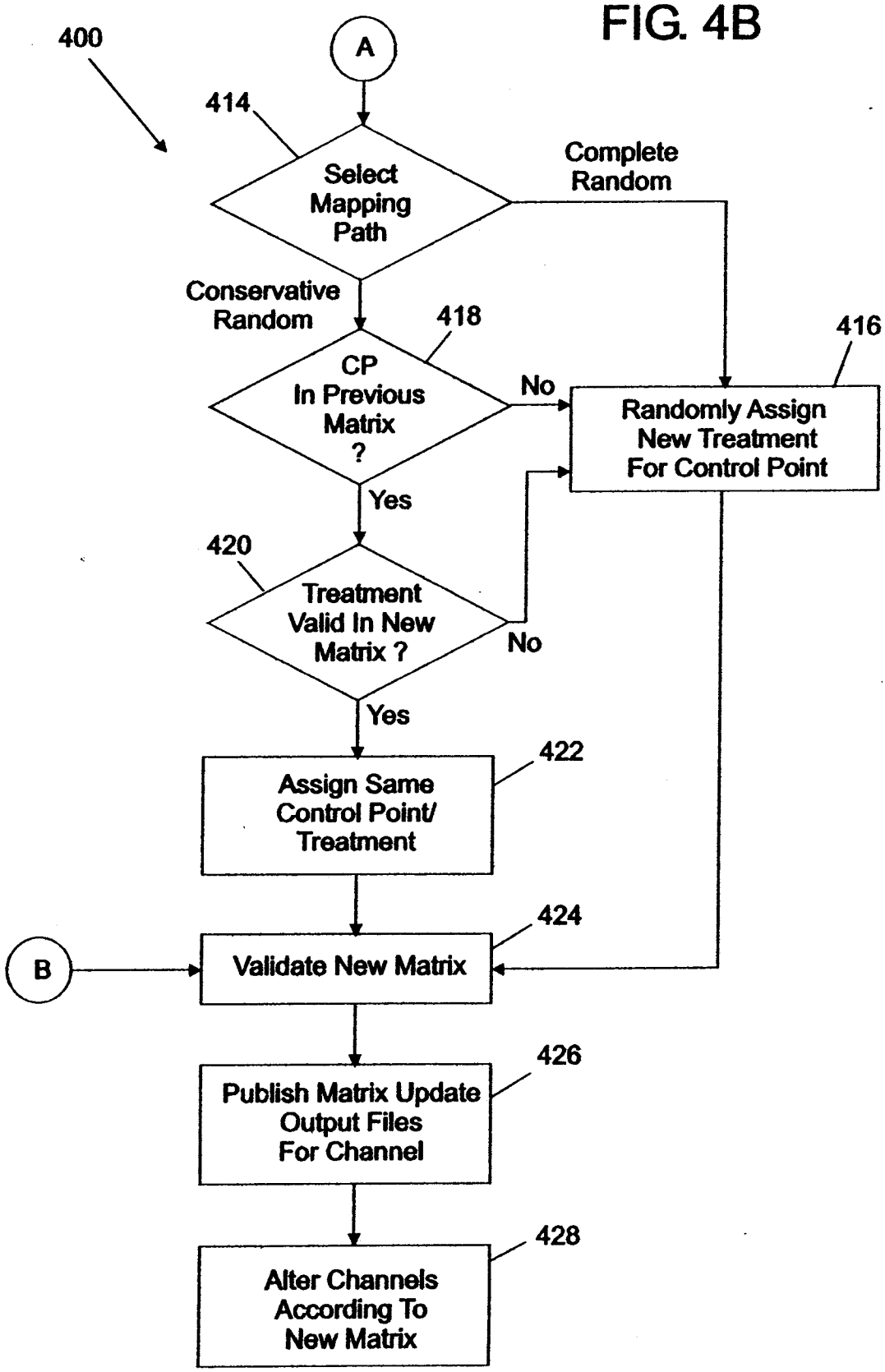
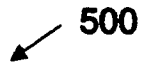

400
A
414
Select Mapping Path
Complete Random
Conservative Random
418
CP In Previous Matrix ?
No
416
Randomly Assign New Treatment For Control Point
Yes
420
Treatment Valid In New Matrix ?
No
Yes
422
Assign Same Control Point/ Treatment
424
B
Validate New Matrix
426
Publish Matrix Update Output Files For Channel
428
Alter Channels According To New Matrix

FIG. 5



Test Groups In Previous Matrix	Mapping/Mapping Path		
Test Group X	Mapping ← 502	Mapping Path ← 508	Channel ← 506
	50 %Test Group A	Conservative Random	Internet Site
	30 %Test Group B	Complete Random	(None)
	20 %Test Group C	Complete Random	(None)
Test Group Y	Mapping	Mapping Path	Channel
	10 %Test Group A	Conservative Random	Internet Site
	80 %Test Group B	Conservative Random	(None)
	10 %Test Group C	Complete Random	(None)
Test Group Z	Mapping	Mapping Path	Channel
	50 %Test Group A	Conservative Random	(None)
	10 %Test Group B	Complete Random	(None)
	40 %Test Group C	Complete Random	(None)
Default Group	Mapping	Mapping Path	Channel
	70 %Test Group A	Conservative Random	(None)
	25 %Test Group B	Complete Random	(None)
	5 %Test Group C	Complete Random	(None)

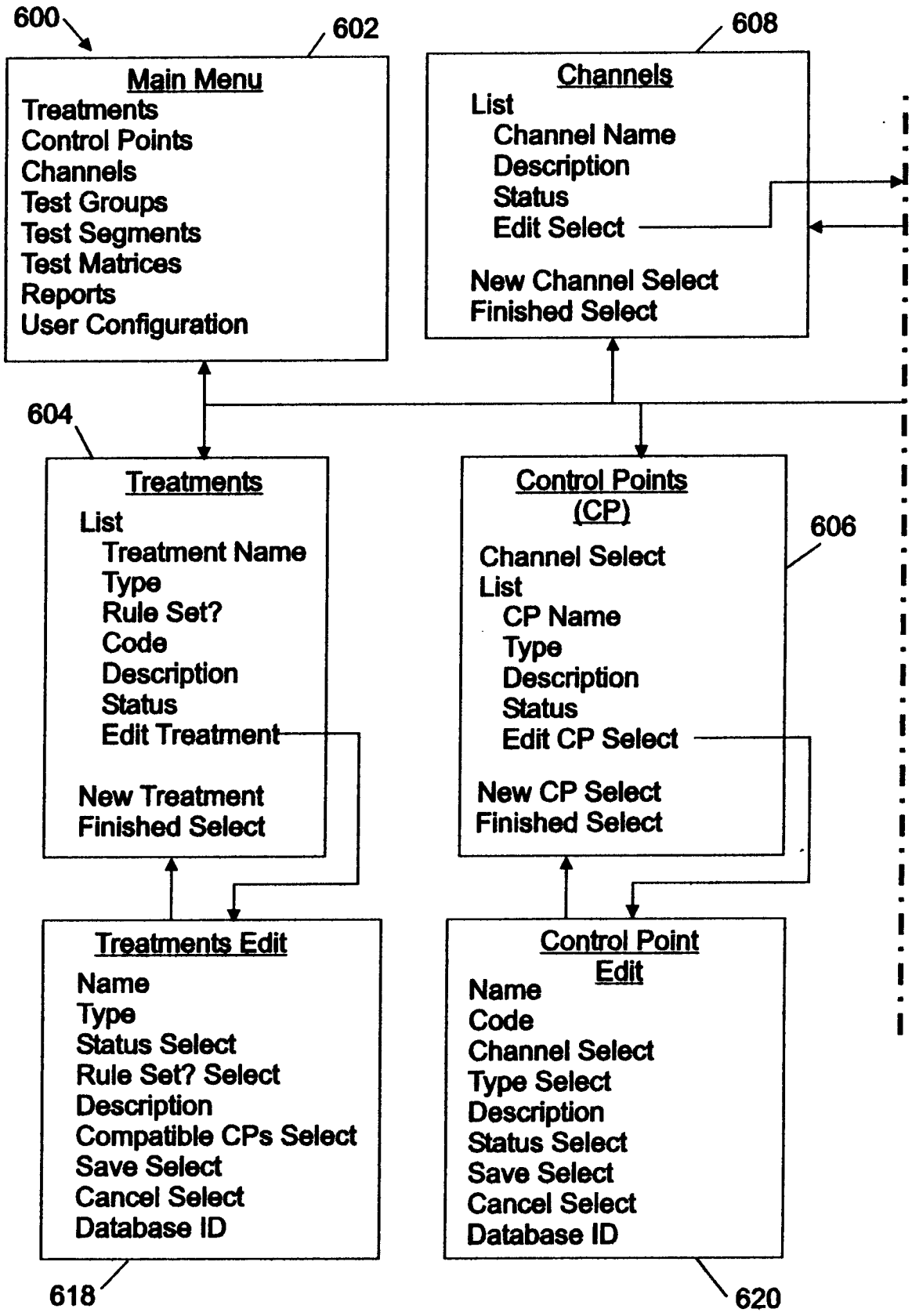

600
602
Main Menu
Treatments
Control Points
Channels
Test Groups
Test Segments
Test Matrices
Reports
User Configuration
608
Channels
List
Channel Name
Description
Status
Edit Select
New Channel Select
Finished Select
604
Treatments
List
Treatment Name
Type
Rule Set?
Code
Description
Status
Edit Treatment
New Treatment
Finished Select
Control Points (CP)
606
Channel Select
List
CP Name
Type
Description
Status
Edit CP Select
New CP Select
Finished Select
Treatments Edit
Name
Type
Status Select
Rule Set? Select
Description
Compatible CPs Select
Save Select
Cancel Select
Database ID
618
Control Point Edit
Name
Code
Channel Select
Type Select
Description
Status Select
Save Select
Cancel Select
Database ID
620

FIG. 6A

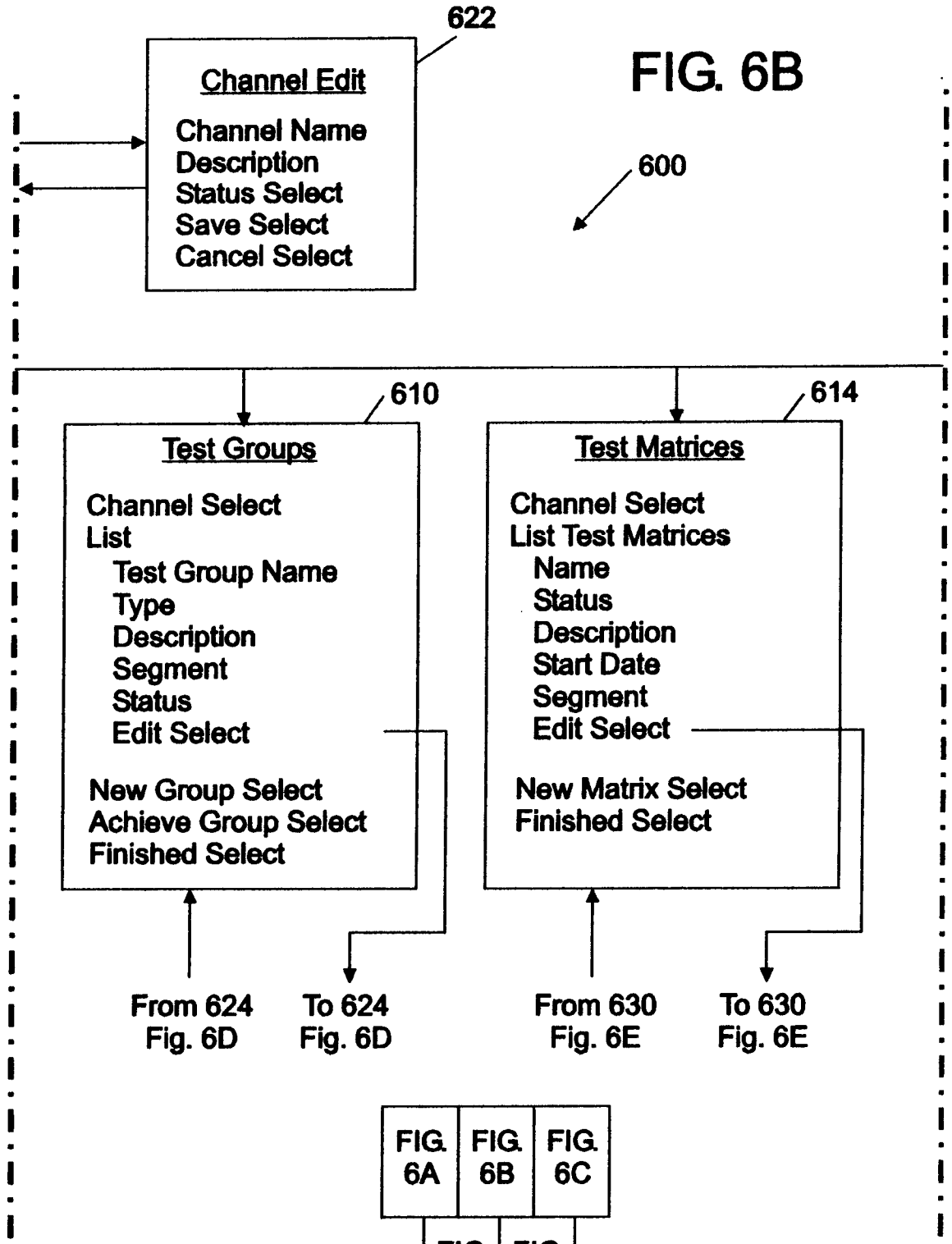

622
Channel Edit
Channel Name
Description
Status Select
Save Select
Cancel Select
600
610
Test Groups
Channel Select
List
Test Group Name
Type
Description
Segment
Status
Edit Select
New Group Select
Achieve Group Select
Finished Select
614
Test Matrices
Channel Select
List Test Matrices
Name
Status
Description
Start Date
Segment
Edit Select
New Matrix Select
Finished Select
From 624
Fig. 6D
To 624
Fig. 6D
From 630
Fig. 6E
To 630
Fig. 6E

FIG. 6B

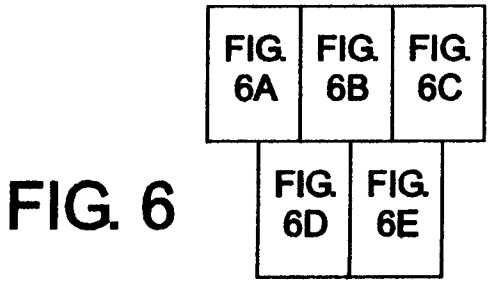


FIG. 6A
FIG. 6B
FIG. 6C
FIG. 6D
FIG. 6E

FIG. 6

FIG. 6C

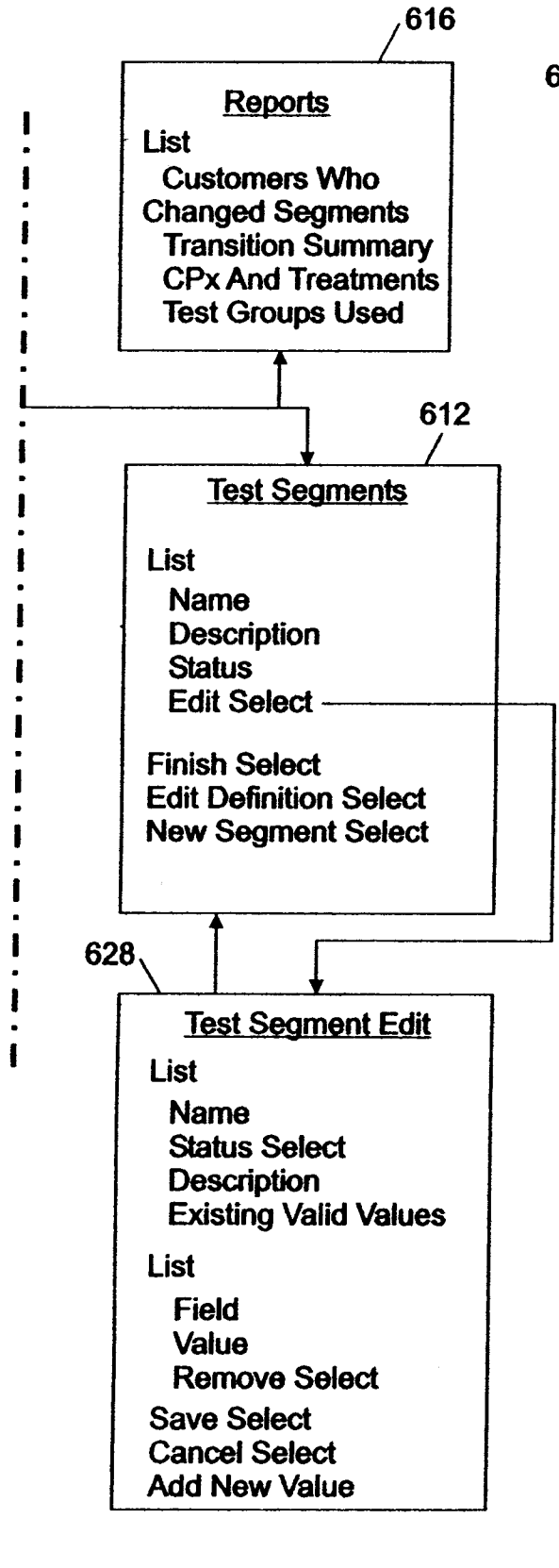

616
Reports
List
Customers Who Changed Segments
Transition Summary
CPx And Treatments
Test Groups Used
612
Test Segments
List
Name
Description
Status
Edit Select
Finish Select
Edit Definition Select
New Segment Select
628
Test Segment Edit
List
Name
Status Select
Description
Existing Valid Values
List
Field
Value
Remove Select
Save Select
Cancel Select
Add New Value

FIG. 6D

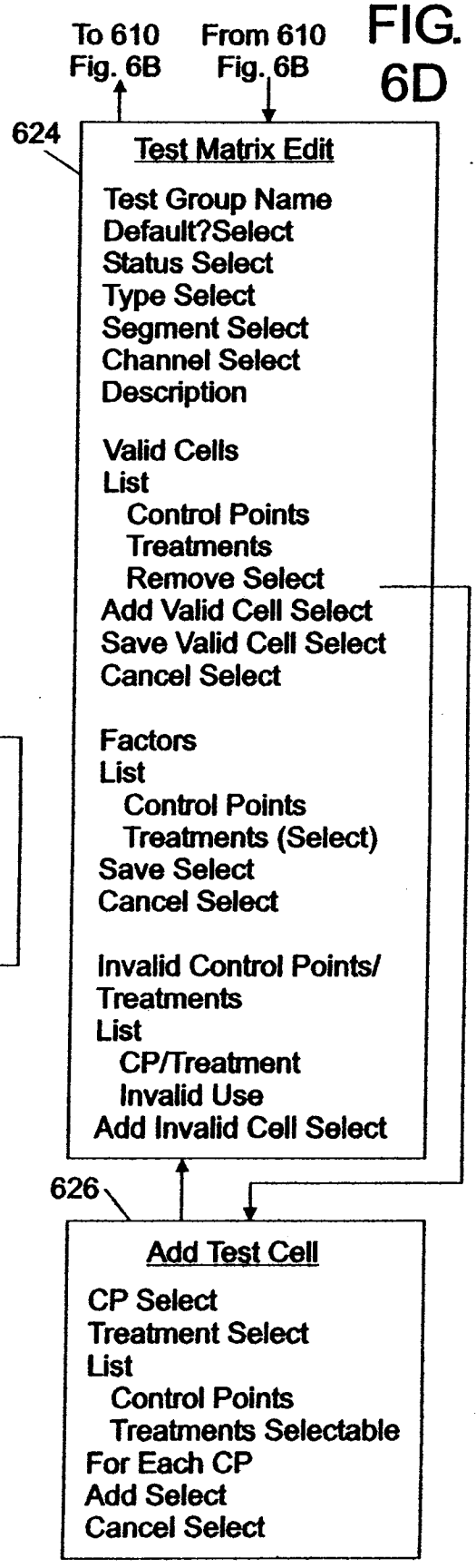

To 610 Fig. 6B
From 610 Fig. 6B
624
Test Matrix Edit
Test Group Name
Default?Select
Status Select
Type Select
Segment Select
Channel Select
Description
Valid Cells
List
Control Points
Treatments
Remove Select
Add Valid Cell Select
Save Valid Cell Select
Cancel Select
Factors
List
Control Points
Treatments (Select)
Save Select
Cancel Select
Invalid Control Points/ Treatments
List
CP/Treatment
Invalid Use
Add Invalid Cell Select
626
Add Test Cell
CP Select
Treatment Select
List
Control Points
Treatments Selectable
For Each CP
Add Select
Cancel Select

FIG. 6E

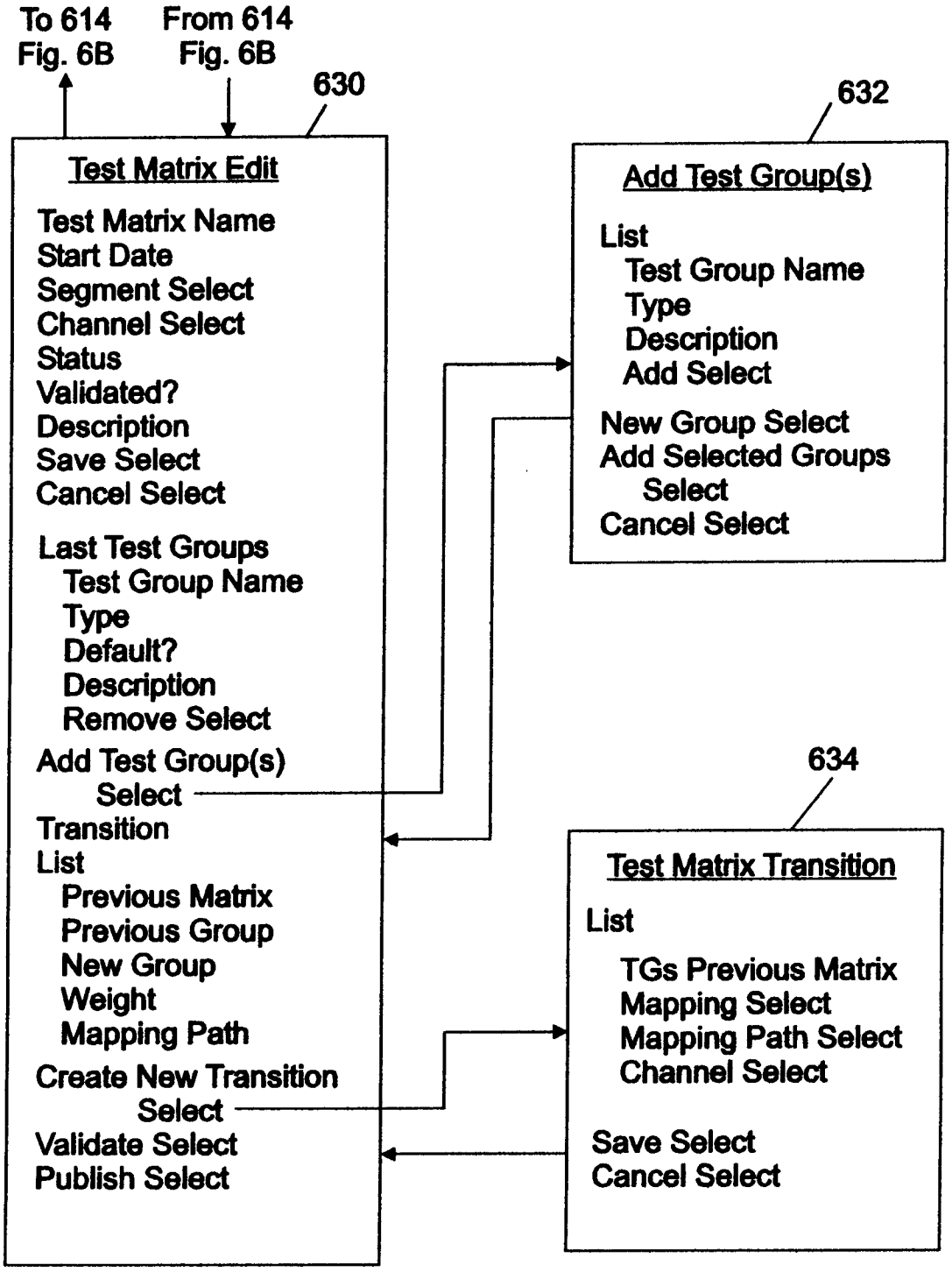

To 614
Fig. 6B
From 614
Fig. 6B
630
Test Matrix Edit
Test Matrix Name
Start Date
Segment Select
Channel Select
Status
Validated?
Description
Save Select
Cancel Select
Last Test Groups
Test Group Name
Type
Default?
Description
Remove Select
Add Test Group(s)
Select
Transition
List
Previous Matrix
Previous Group
New Group
Weight
Mapping Path
Create New Transition
Select
Validate Select
Publish Select
632
Add Test Group(s)
List
Test Group Name
Type
Description
Add Select
New Group Select
Add Selected Groups
Select
Cancel Select
634
Test Matrix Transition
List
TGs Previous Matrix
Mapping Select
Mapping Path Select
Channel Select
Save Select
Cancel Select

FIG. 7A

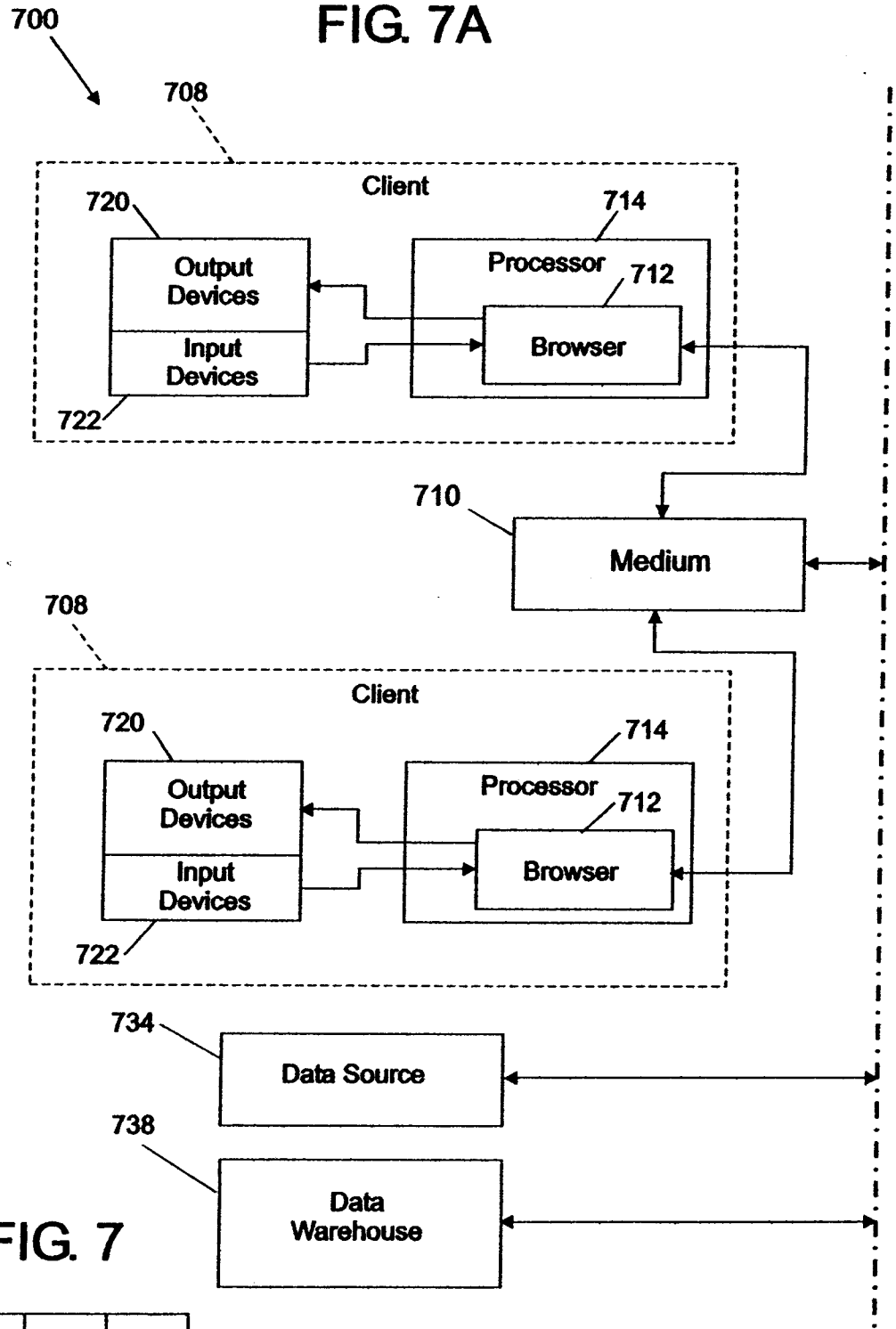


FIG. 7

FIG. 7A	FIG. 7B	FIG. 7C

FIG. 7B

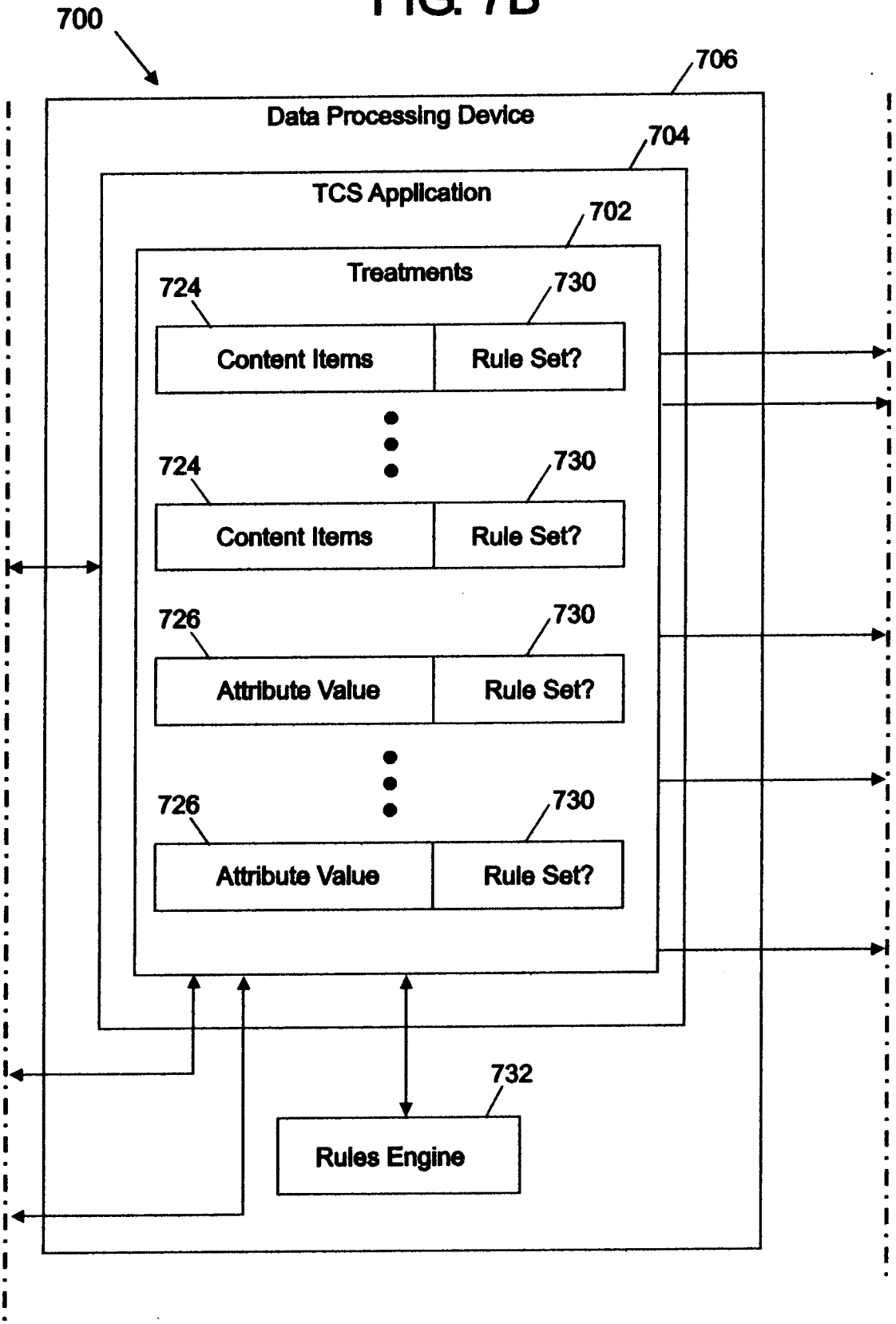
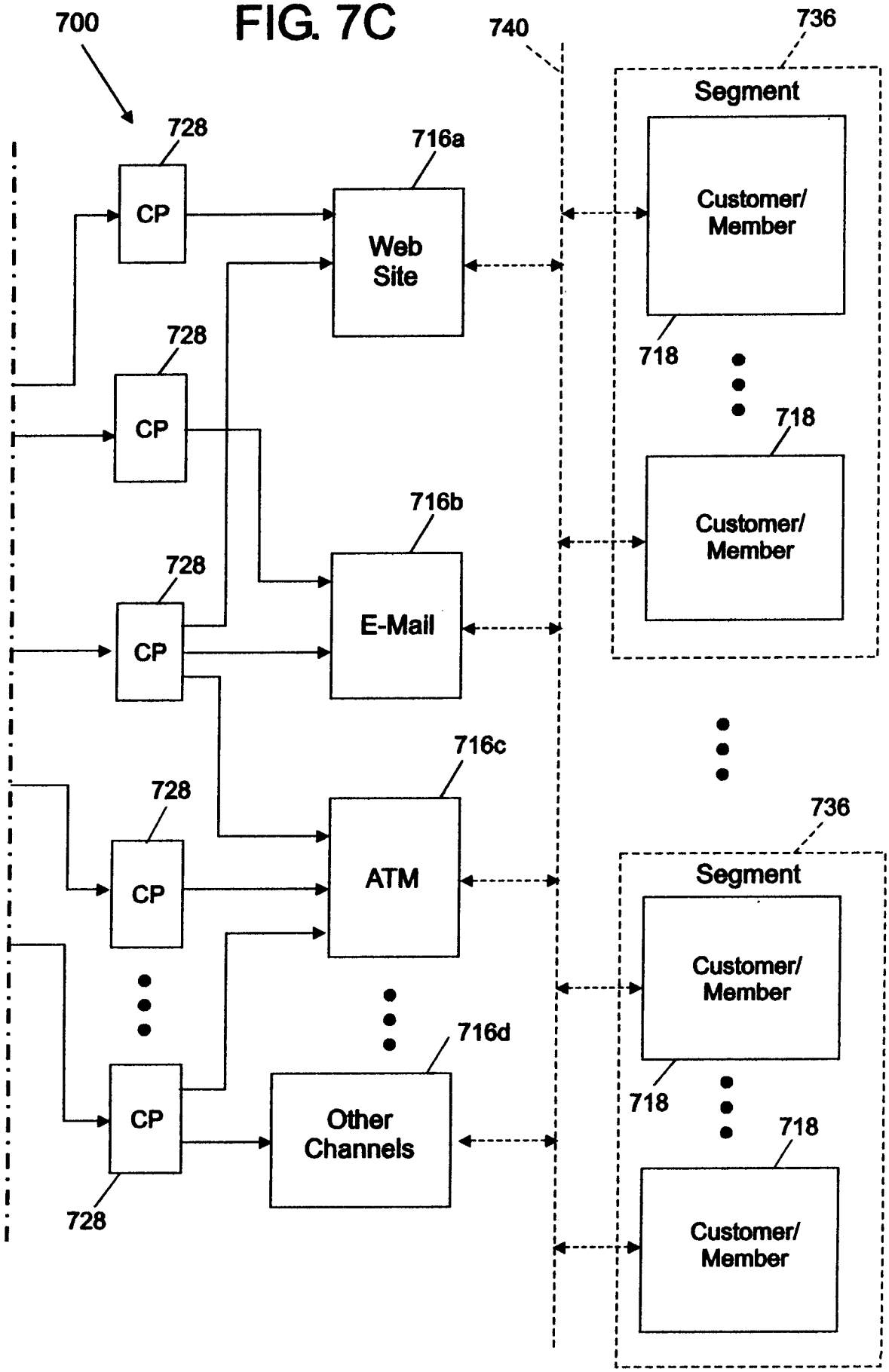

700
706
Data Processing Device
704
TCS Application
702
Treatments
724
730
Content Items
Rule Set?
724
730
Content Items
Rule Set?
726
730
Attribute Value
Rule Set?
726
730
Attribute Value
Rule Set?
732
Rules Engine

FIG. 7C


700
740
736
Segment
728
716a
CP
Web Site
Customer/ Member
718
728
CP
718
716b
728
CP
E-Mail
Customer/ Member
716c
728
736
CP
ATM
Segment
Customer/ Member
716d
718
CP
Other Channels
718
728
Customer/ Member